

Clark County
Quit Line Data Summary
October 1 - December 31, 2002

	County	State
Number of Calls to Quit Line	N = 311	N = 3,753
Percent of Statewide Calls	10.1%	100.0%
Percent of State Population in County¹	5.9%	100.0%
	County %	State %
Gender	N = 306	N = 3,291
Female	62.7%	61.0%
Male	37.3%	39.0%
Race/Ethnicity	N = 283	N = 2,816
People of Color	8.5%	13.9%
White	91.5%	86.1%
Age	N = 298	N = 2,956
Less than 18 years old	1.7%	2.7%
18 - 24 years old	14.1%	14.4%
25 - 34 years old	19.5%	21.8%
35 - 44 years old	28.9%	25.9%
45 years and older	35.9%	35.1%
Education	N = 284	N = 2,860
Did not graduate high school	22.2%	18.4%
High school graduate	34.5%	33.3%
Some college/vocational school	30.6%	34.9%
College graduate	12.7%	13.5%
Caller Type	N = 302	N = 3,367
General Information	4.0%	11.2%
Health care provider	1.3%	2.9%
Tobacco user	94.7%	85.9%
Payer Type	N = 223	N = 2,129
Insured	41.7%	41.5%
Uninsured	23.8%	24.9%
Medicaid	34.5%	33.5%
Heard About	N = 282	N = 2,888
Past caller	14.9%	18.5%
Employer/worksites	0.4%	0.8%
Health care provider	17.7%	21.8%
Television	24.8%	18.4%
Outdoor advertisement (billboard/bus/wall)	1.1%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	4.6%	2.2%
Newspaper/Magazine	0.4%	2.2%
Brochure/Newsletter	6.0%	6.2%
Family or friend	26.6%	17.9%
Health Department	2.5%	2.9%
School	1.1%	0.9%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.